

2018 City of Columbia Community Survey Findings

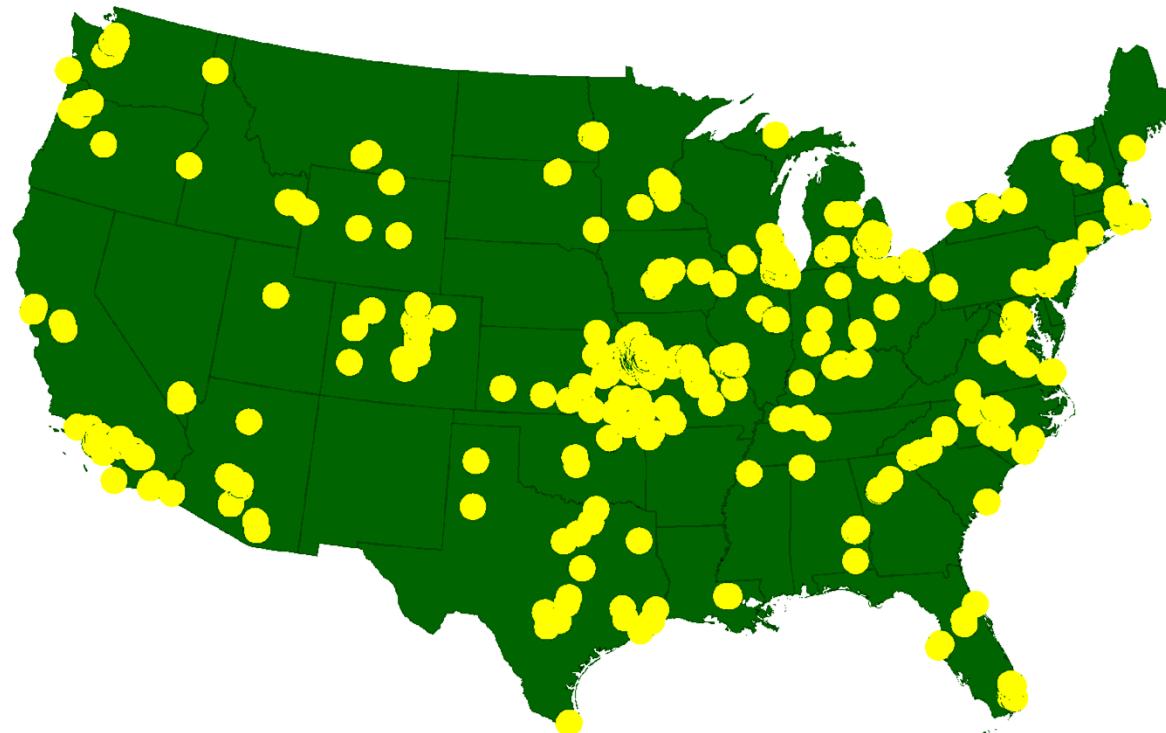
Presented by
ETC Institute



February 2019

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More than 2,100,000 Persons Surveyed Since 2006 for more than 900 cities in 49 States, including 11 of the 20 largest US cities and 10 of the 20 largest US counties

Agenda

- Purpose and Methodology
- Bottom Line Upfront
- Major Findings
- Summary and Conclusions
- Questions

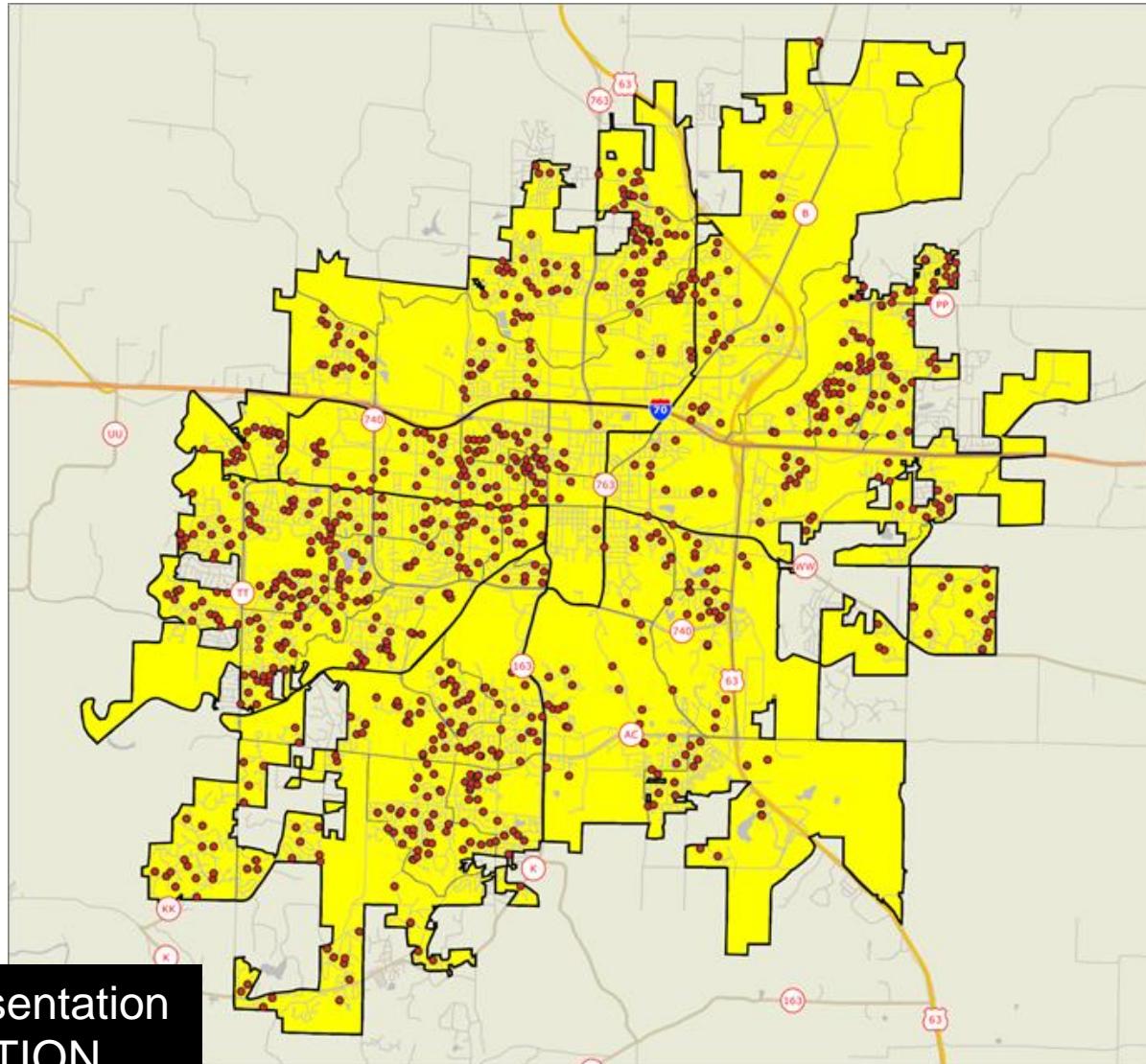
Purpose

- **Assist the City in its on-going effort to identify and respond to resident concerns**
- **Assessing citizen satisfaction with the delivery of major city services**
- **Determine priorities for the community and measuring strategic performance**
- **Track the City's performance over time**

Survey Methodology

- **Survey Description:**
 - survey was 7 pages long, took 15-20 minutes to complete
 - Included a cover letter encouraging residents to complete the survey via mail or online
- **Sample size:**
 - 941 completed surveys
- **Method of Administration:**
 - by mail, phone and online
 - randomly selected sample of households in the City with an oversampling in 3 neighborhoods
- **Confidence level:** 95%
- **Margin of error:** +/- 3.2% overall
- **GIS Mapping**

2018 City of Columbia Community Survey: Location of Respondents



Good Representation
By LOCATION

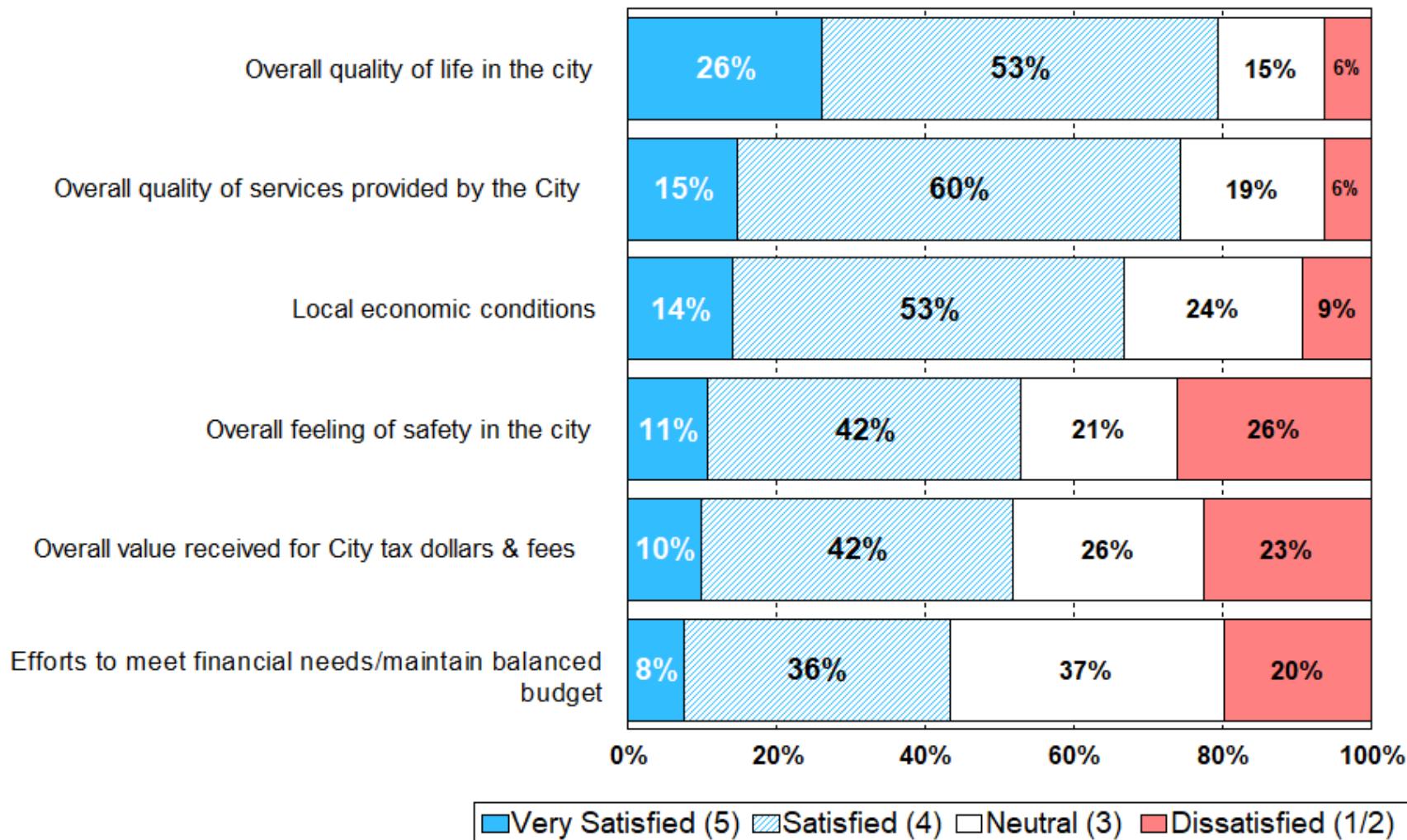
Bottom Line Up Front

- **Residents generally have a positive perception of the City**
 - ❑ 79% are satisfied with the overall quality of life in the City, compared to only 6% who are dissatisfied
 - ❑ 75% are satisfied with the overall quality of City services, compared to only 6% who are dissatisfied
- **The City is doing an equitable job of providing services throughout the City**
 - Overall satisfaction with City services is the same in mos areas of the City
- **Columbia is setting the standard for customer service**
 - ❑ Columbia ranks 17% above the Missouri/Kansas average and 24% above the national average in overall satisfaction with customer service
- **Top opportunities for improvement:**
 - ❑ Condition of City streets
 - ❑ Public safety services

What Do Residents Generally Think of the City?

Q3. Satisfaction with Items That Influence Perception Residents Have of the City

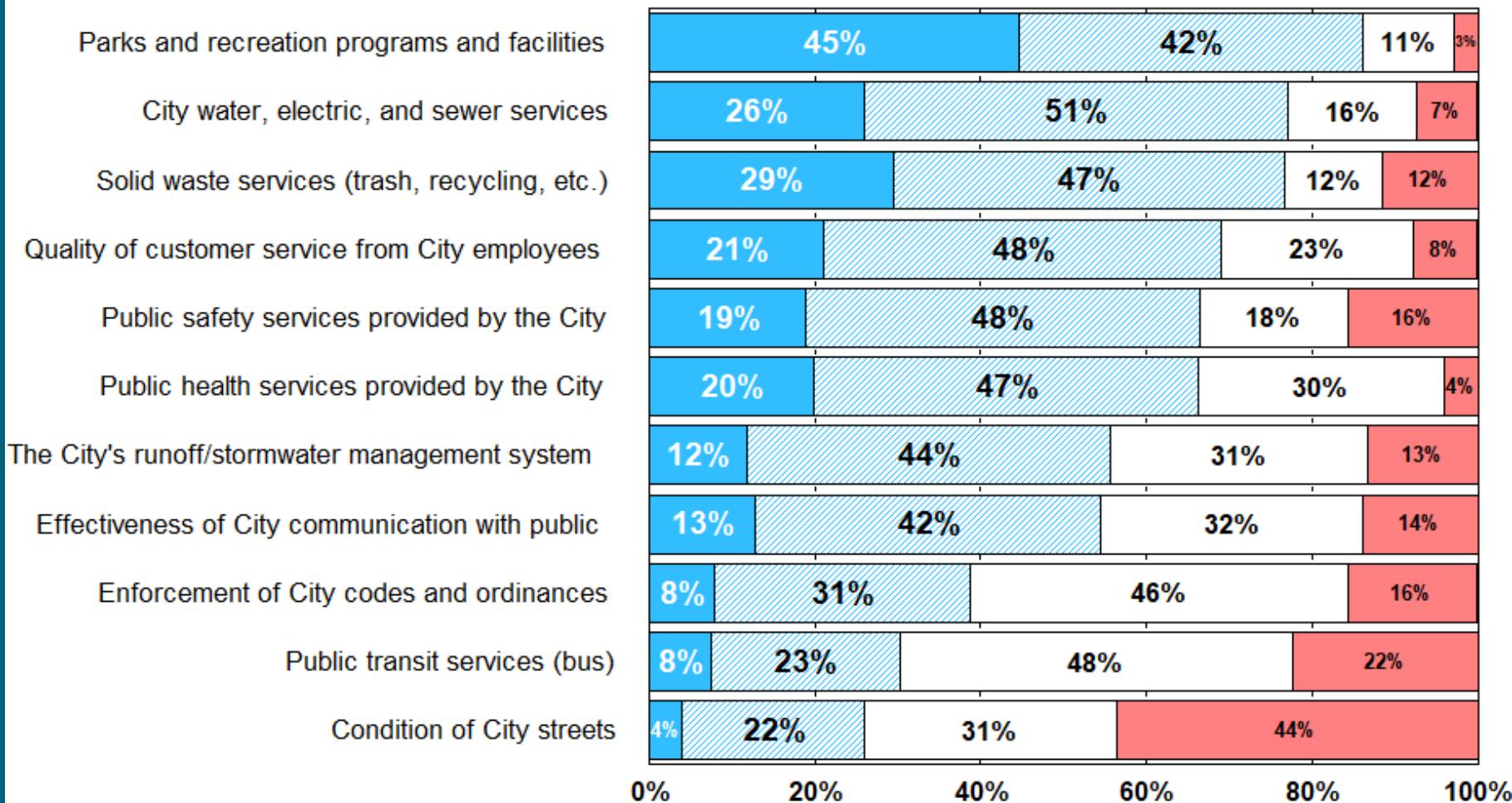
by percentage of respondents (excluding don't knows)



79% Were Satisfied With the Overall Quality of Life in the City;
75% of the Residents Surveyed Were Satisfied With the Overall Quality of Services

Q1. Overall Satisfaction with City Services by Major Category

by percentage of respondents (excluding don't know)



A majority of residents have positive ratings for all services that were rated with the exception of the Condition of Streets, Public Transit Services, and the Enforcement of City Codes and Ordinances

How Well Are City Services Being Delivered in Different Areas of the City?

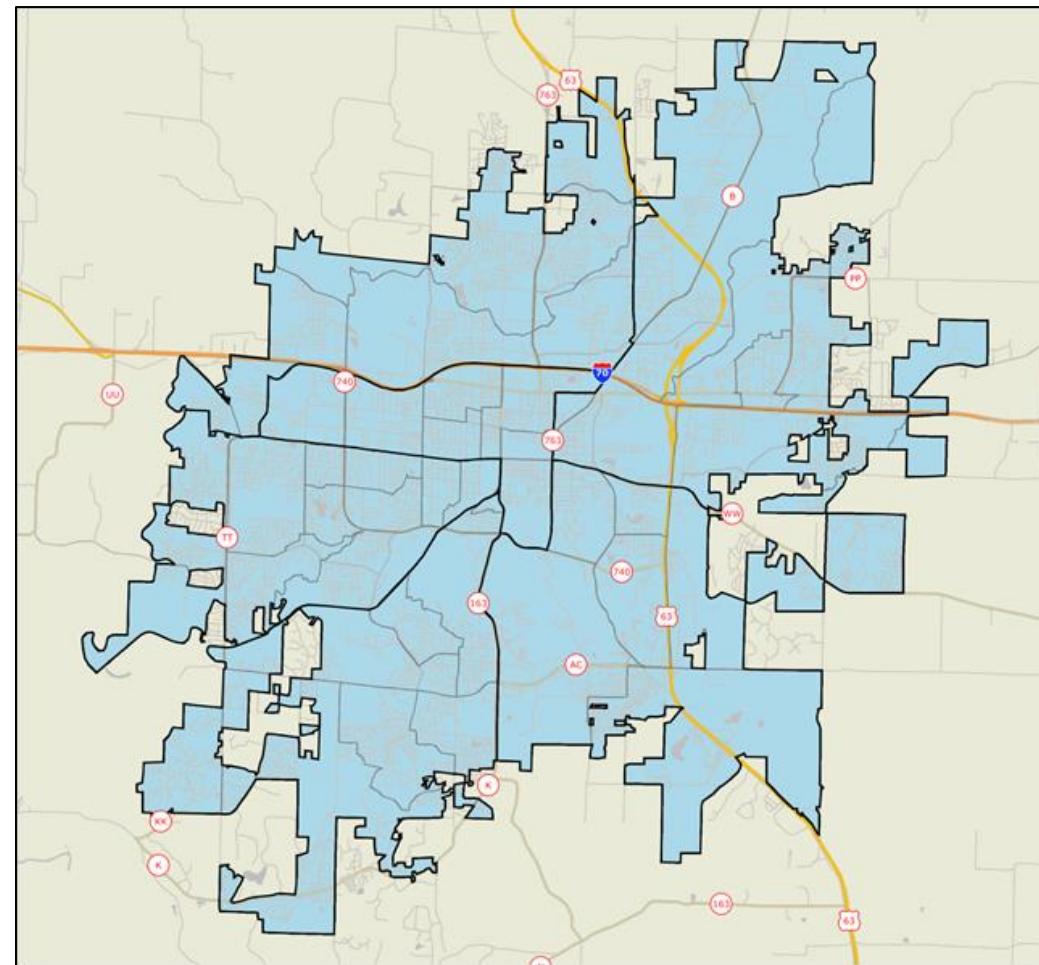
Ratings of the Overall Quality of Services Provided by The City of Columbia

2018 Columbia Community Survey

Shading reflects the mean rating for all respondents by CBG

Citizen Satisfaction

Mean rating on a 5-point scale



Satisfaction is generally the same throughout the City

How Has Satisfaction Changed from 2017 to 2018?

Notable INCREASES from 2017-2018

- Stormwater runoff/stormwater management system
- Public safety services
- Local economic conditions
- Police efforts to prevent crime

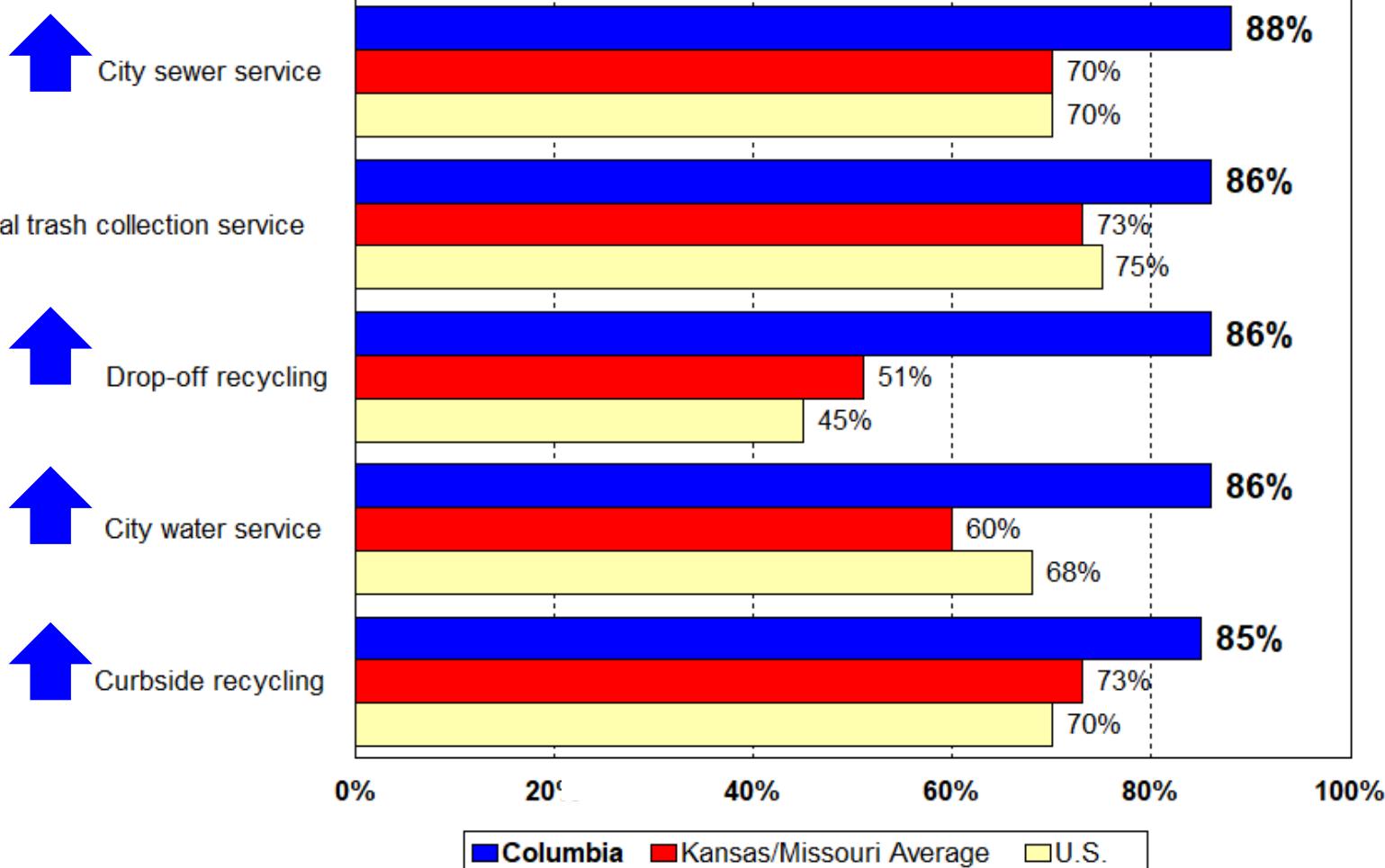
Notable DECREASES from 2017-2018

- Condition of streets
- Ease of reaching the right person at the City
- Feeling of safety in downtown Columbia at night
- City maintenance/repair services for neighborhood streets

How Does Columbia Compare to Other Communities?

Overall Satisfaction with Utility Services Columbia vs. Kansas/Missouri vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2018)

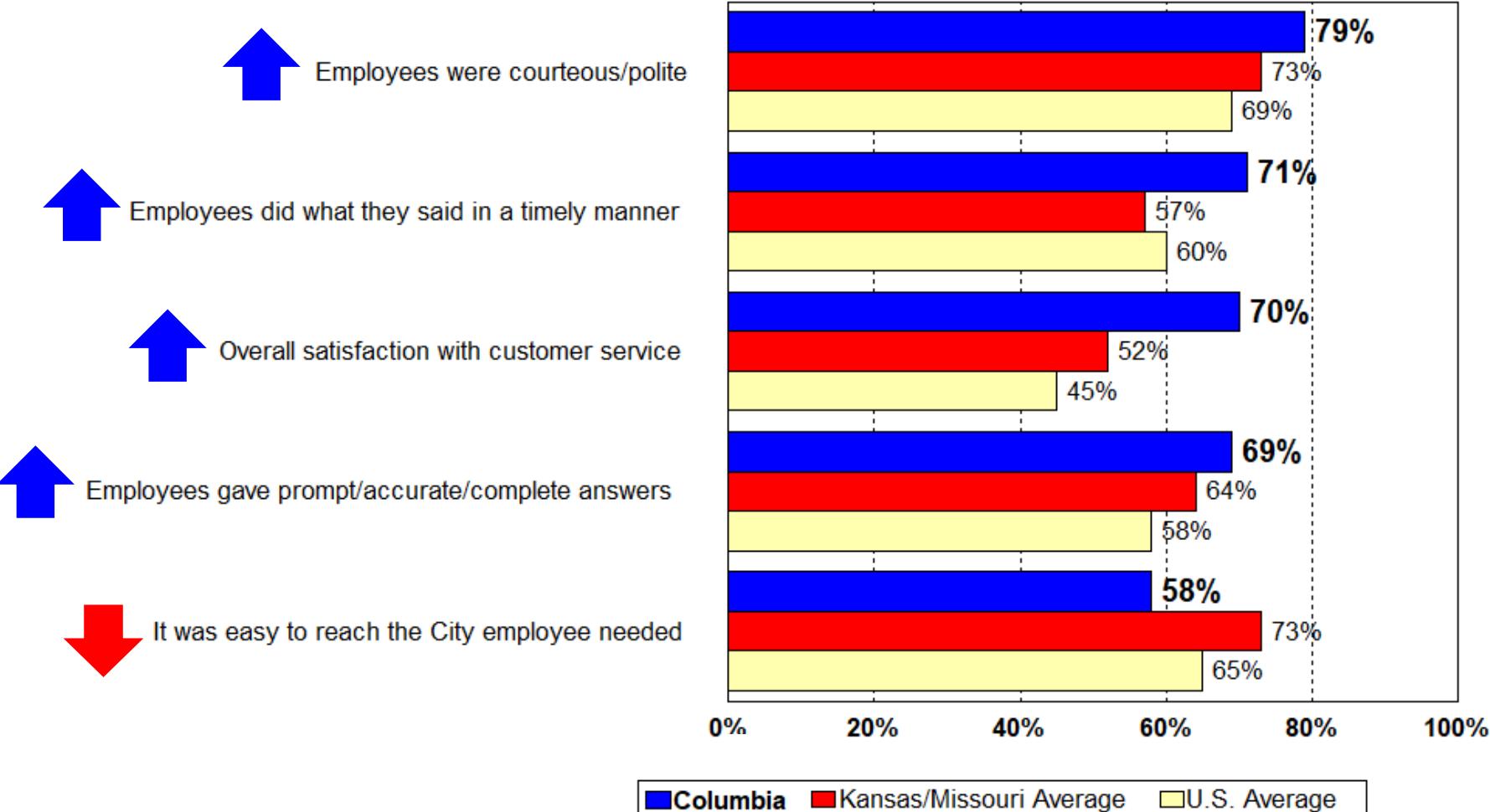
Significantly Higher:

Significantly Lower:

Overall Satisfaction with Customer Service

Columbia vs. Kansas/Missouri vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was a positive response and 1 was a negative response (excluding don't knows)



Source: ETC Institute (2018)

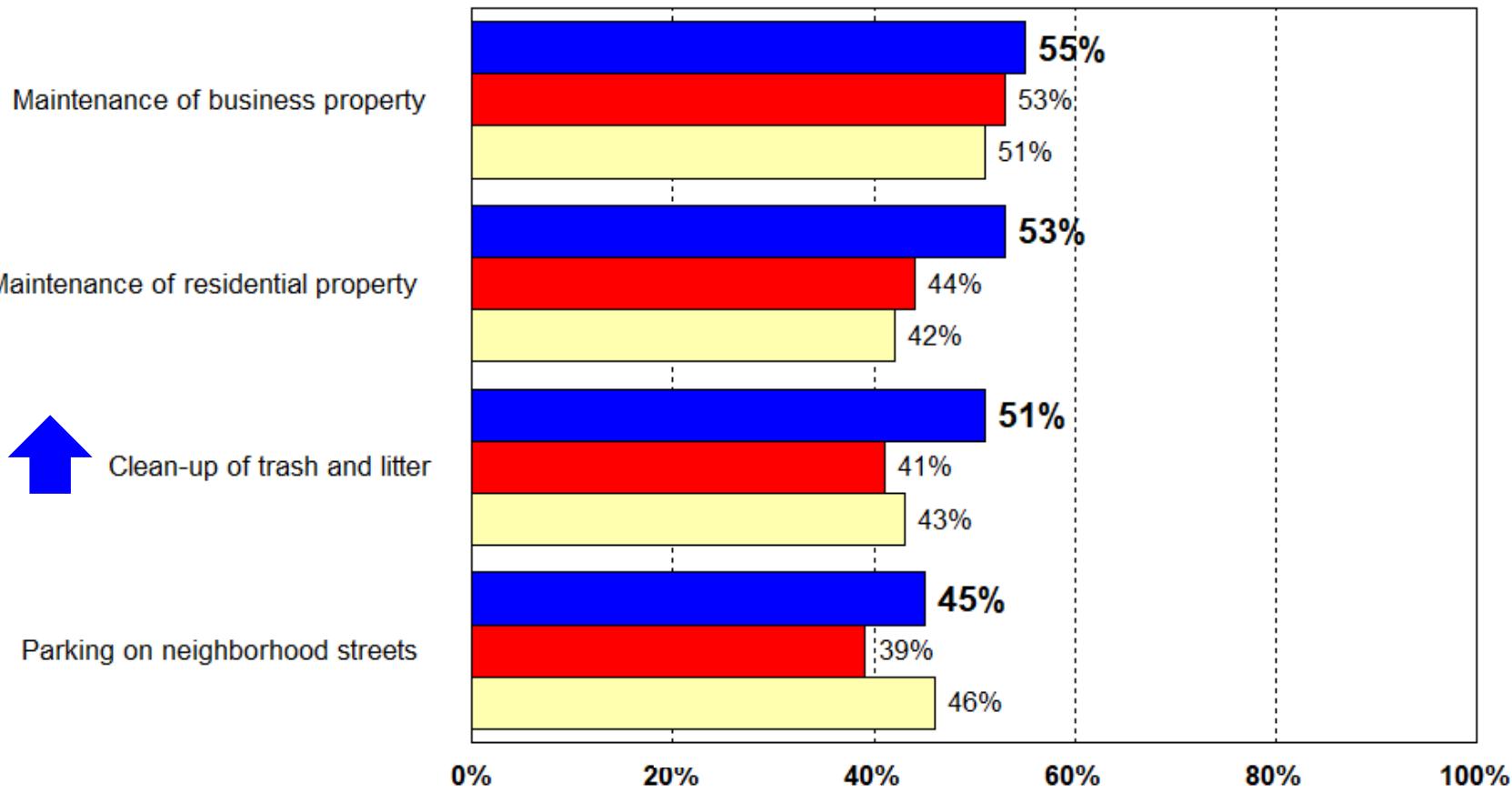
Significantly Higher:

Significantly Lower:

Overall Satisfaction with Code Enforcement and Neighborhood Services

Columbia vs. Kansas/Missouri vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2018)

■ Columbia ■ Kansas/Missouri Average ■ U.S. Average

Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Items that Influence Perceptions of the Community

Columbia vs. Kansas/Missouri vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



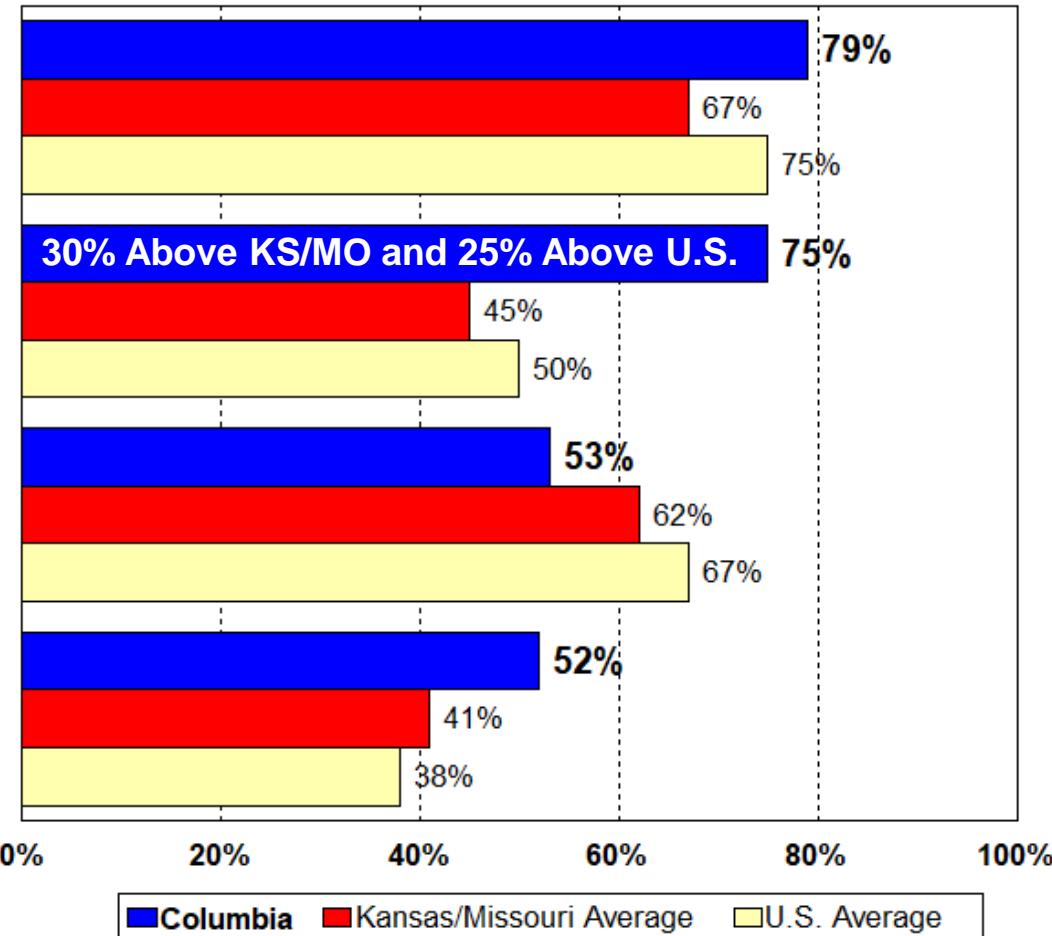
Overall quality of City services provided



Overall feeling of safety in the City



Value received for City tax dollars/fees



Source: ETC Institute (2018)

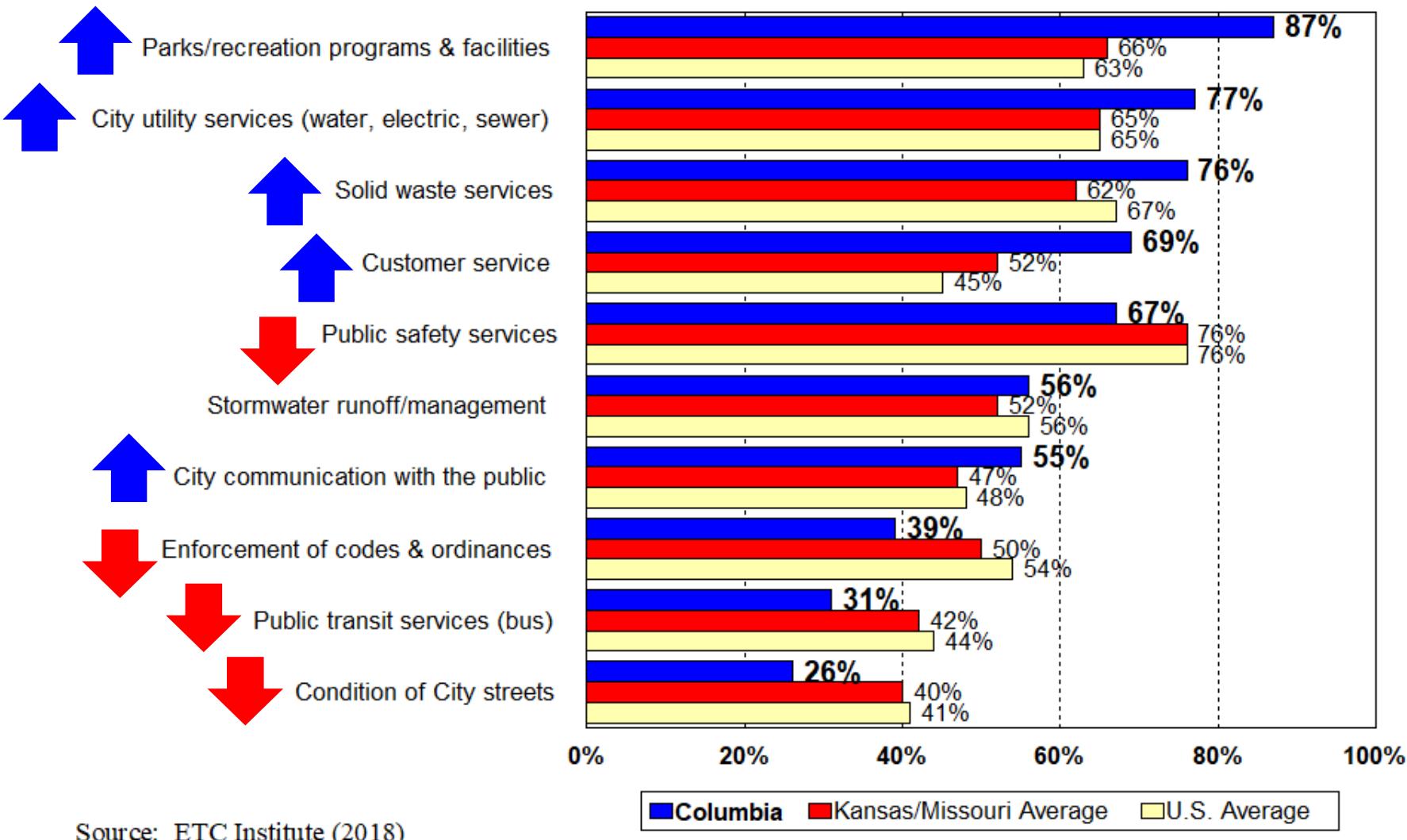
Significantly Higher:

Significantly Lower:

Overall Satisfaction with Major Categories of City Services

Columbia vs. Kansas/Missouri vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2018)

Significantly Higher:

Significantly Lower:

Overall Satisfaction with Streets and Sidewalks

Columbia vs. Kansas/Missouri vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Snow removal on major City streets



Mowing/trimming of public areas along City streets

Condition of sidewalks adjacent to City streets



City maint/repair services for major City streets



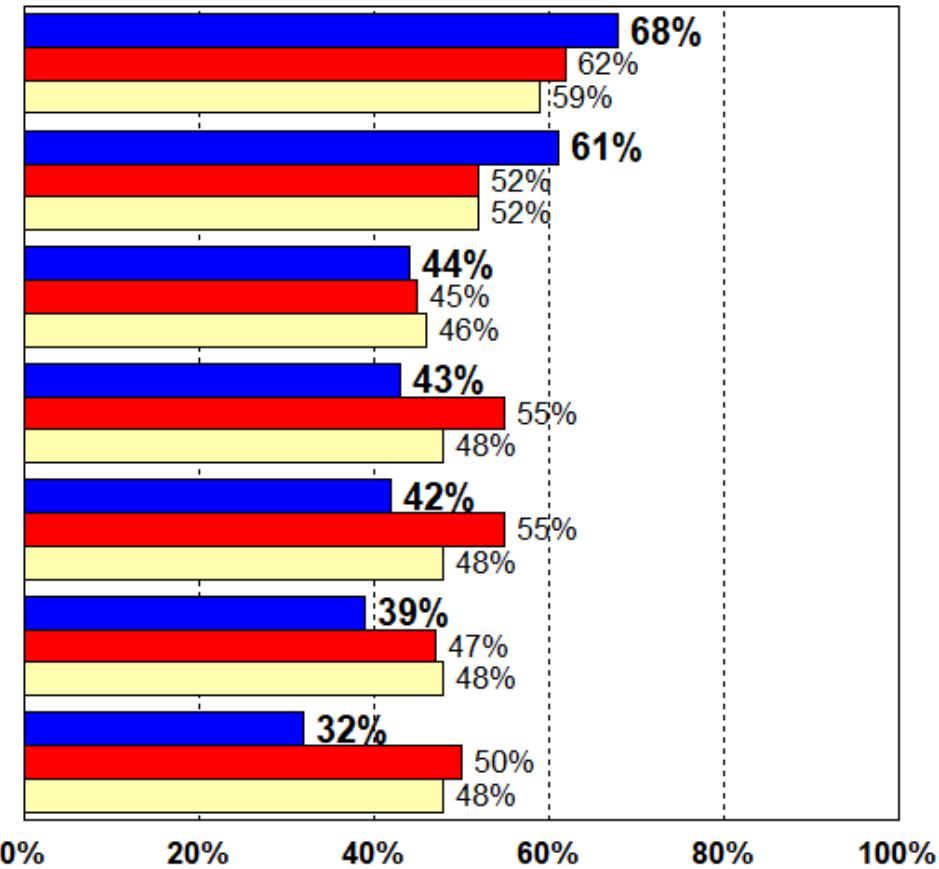
City maint/repair svcs. for neighborhood streets



Condition of pavement markings



Snow removal on neighborhood streets



■ Columbia ■ Kansas/Missouri Average ■ U.S. Average

Source: ETC Institute (2018)

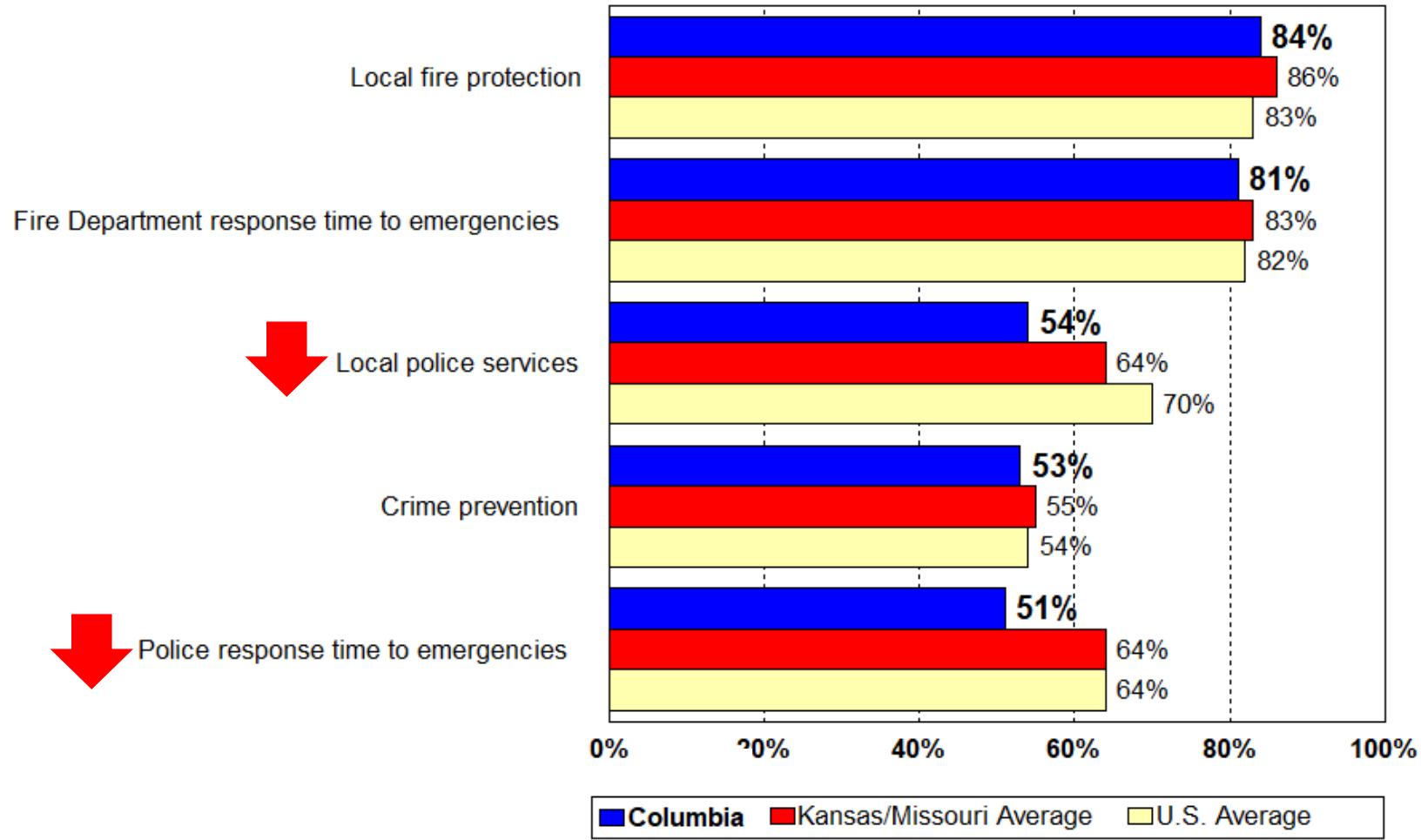
Significantly Higher:

Significantly Lower:

Overall Satisfaction with Public Safety Services

Columbia vs. Kansas/Missouri vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2018)

Significantly Higher:

Significantly Lower:

What Do Residents Think Are the City's Top Priorities?

Importance-Satisfaction Rating

City of Columbia, Missouri

Major Categories of City Services

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>Very High Priority (IS >.20)</u> | | | | | | |
| Condition of City streets | 63% | 2 | 26% | 11 | 0.4625 | 1 |
| Public safety services provided by the City | 86% | 1 | 67% | 5 | 0.2822 | 2 |
| <u>High Priority (IS .10 - .20)</u> | | | | | | |
| City water, electric, and sewer services | 59% | 3 | 77% | 2 | 0.1350 | 3 |
| Solid waste services (trash, recycling, etc.) | 45% | 4 | 76% | 3 | 0.1080 | 4 |
| Enforcement of City codes and ordinances | 18% | 7 | 39% | 9 | 0.1068 | 5 |
| Public transit services (bus) | 15% | 8 | 31% | 10 | 0.1028 | 6 |
| <u>Medium Priority (IS <.10)</u> | | | | | | |
| Public health services provided by the City | 26% | 6 | 67% | 6 | 0.0842 | 7 |
| The City's runoff/stormwater management system | 15% | 9 | 56% | 7 | 0.0638 | 8 |
| Effectiveness of City communication with public | 12% | 10 | 55% | 8 | 0.0545 | 9 |
| Parks and recreation programs and facilities | 26% | 5 | 87% | 1 | 0.0343 | 10 |
| Quality of customer service from City employees | 8% | 11 | 69% | 4 | 0.0254 | 11 |

Overall Priorities:

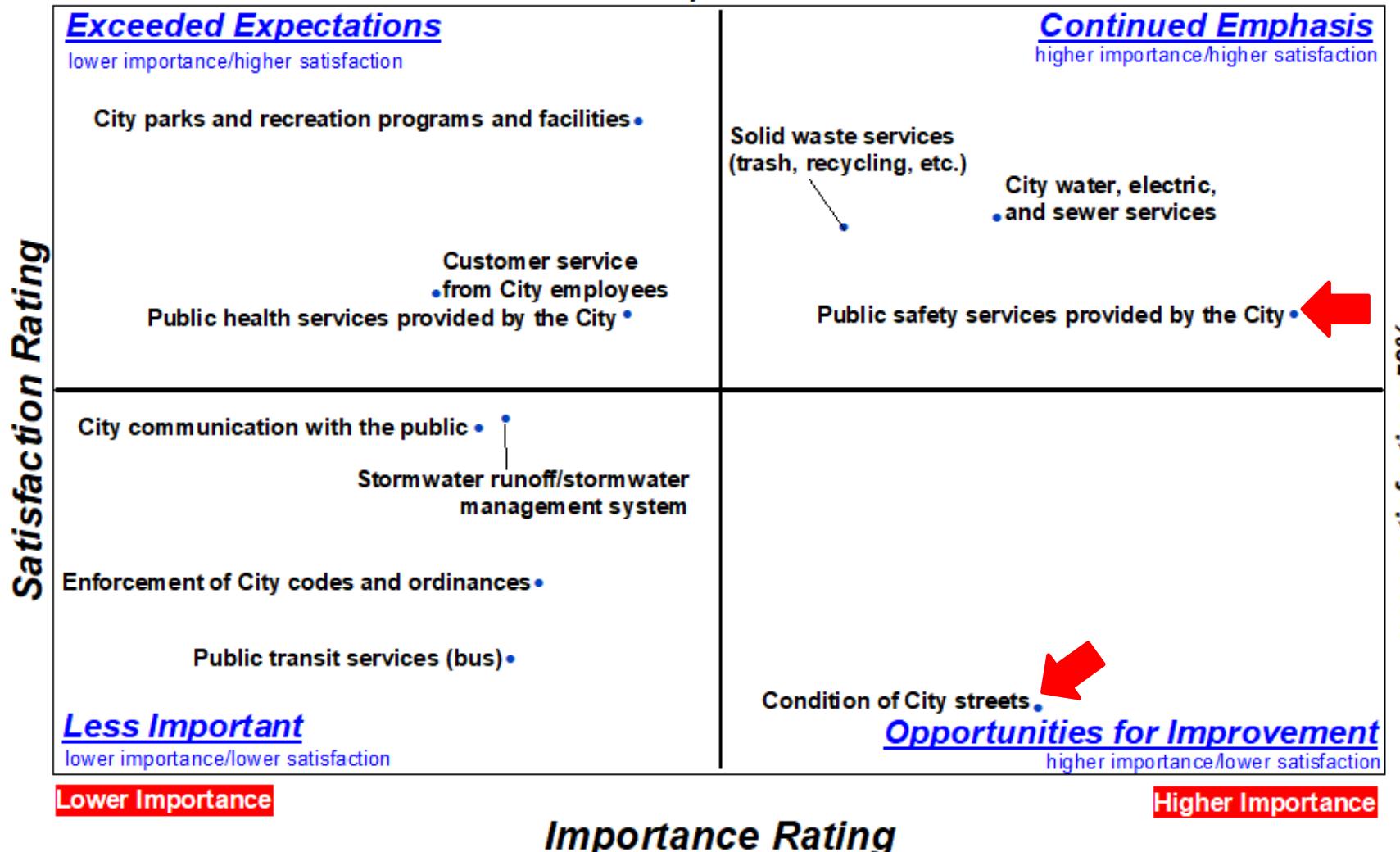
2018 City of Columbia Community Survey

Importance-Satisfaction Assessment Matrix

-Major Categories of City Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

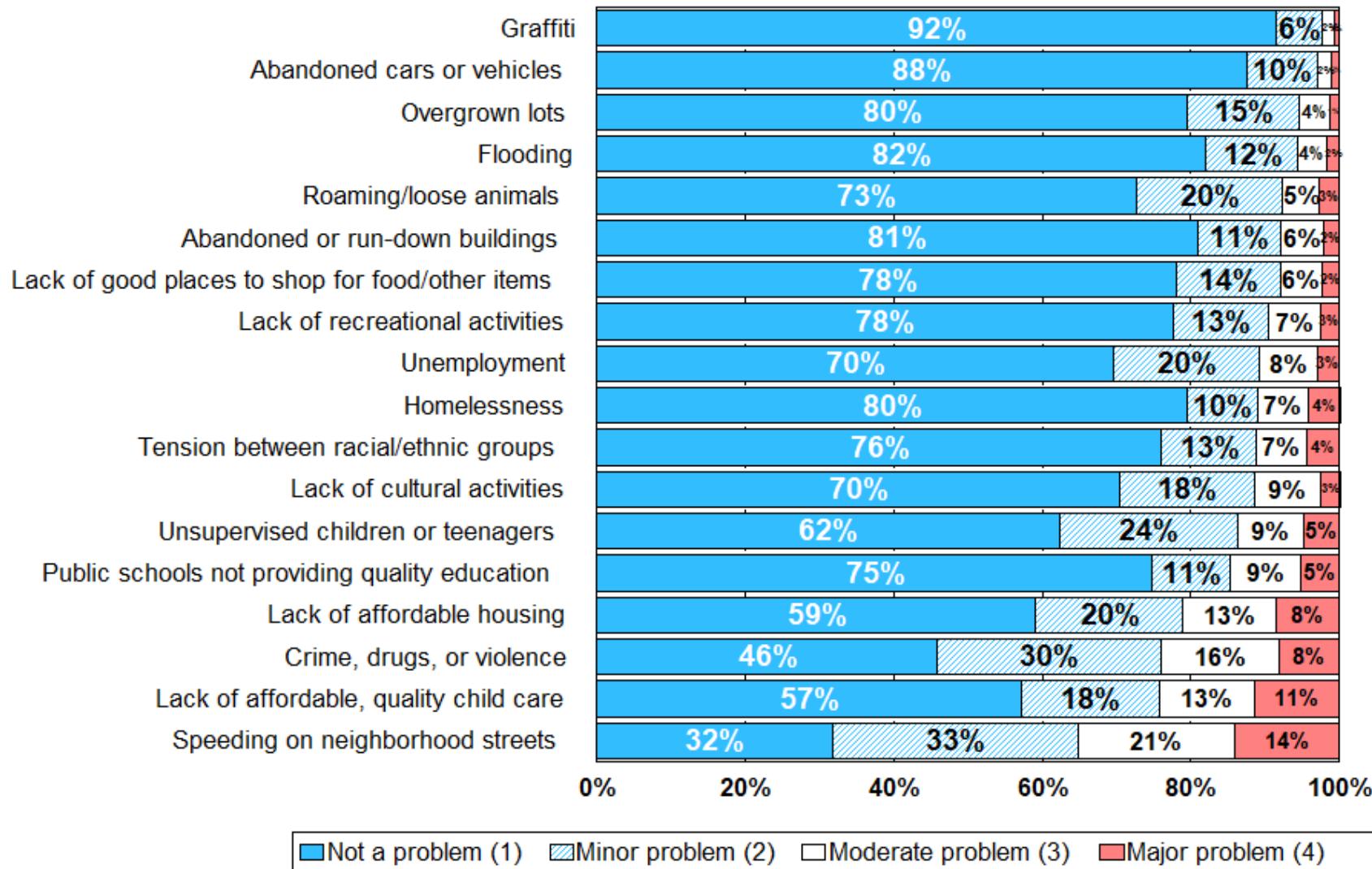
mean importance=34%



Other Findings

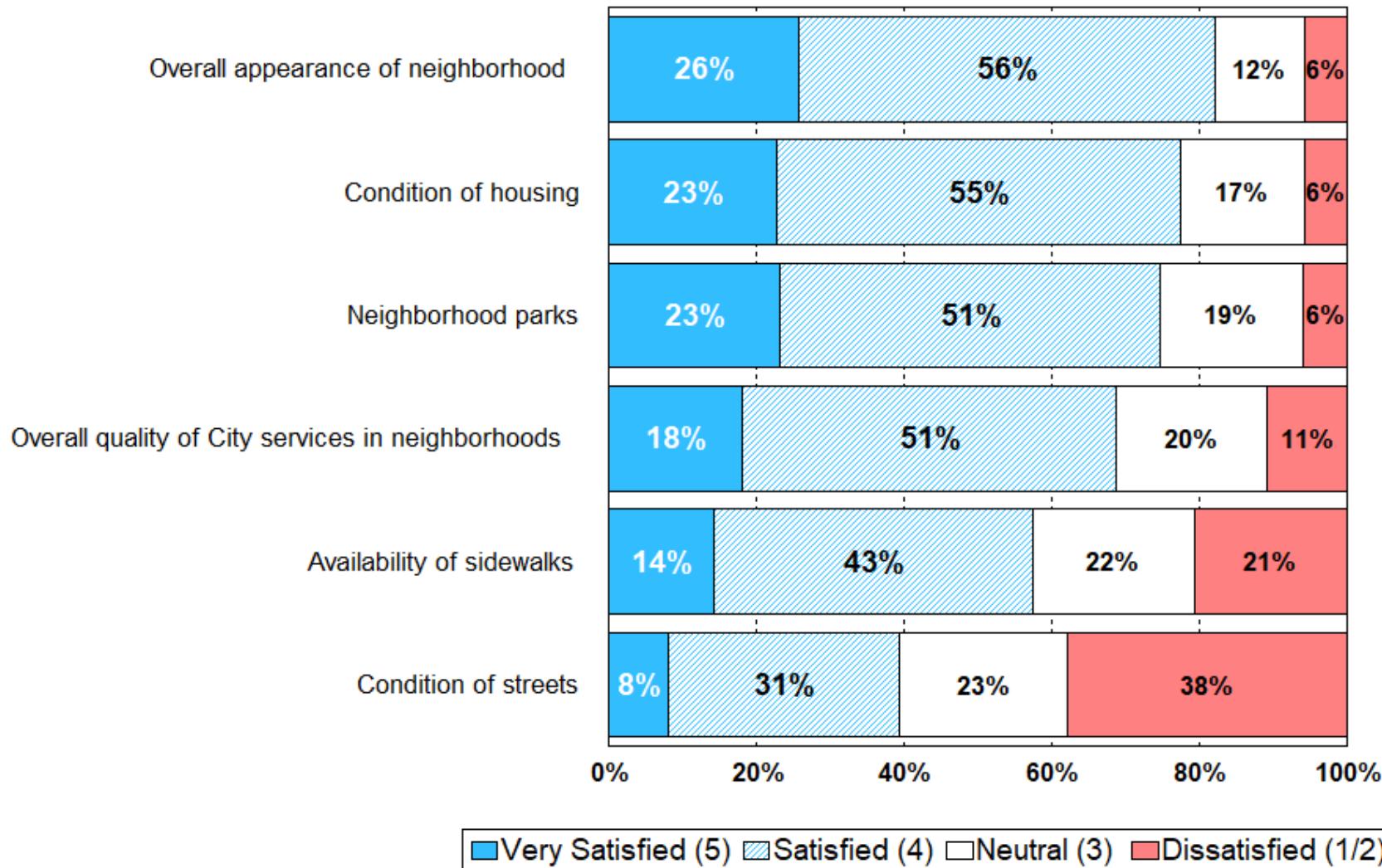
Q24. Residents' Perceptions of Neighborhood Problems

by percentage of respondents (excluding don't knows)



Q25. Satisfaction with Neighborhoods

by percentage of respondents (excluding don't knows)



Summary and Conclusions

- **Residents generally have a positive perception of the City**
 - 79% are satisfied with the overall quality of life in the City, compared to only 6% who are dissatisfied
 - 75% are satisfied with the overall quality of City services, compared to only 6% who are dissatisfied
- **The City is doing an equitable job of providing services throughout the City**
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- **Columbia is setting the standard for customer service**
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- **Top opportunities for improvement:**
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 - Public safety services

Questions?

THANK YOU